INTERNATIONAL BUSINESS, COMPREHENSIVE MAJOR

(Code 850-001)

University Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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GRADUATION REQUIREMENTS FOR BACCALAUREATE DEGREE

Credit Requirements

Minimum total for graduation 1 120
Upper division credits (courses numbered 300 and higher) 39
Liberal Education Core 36
Academic Concentrations

Grade Point Requirements 2

<table>
<thead>
<tr>
<th>Total</th>
<th>2.00 average</th>
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<tbody>
<tr>
<td>Resident</td>
<td>2.00 average</td>
</tr>
<tr>
<td>Major</td>
<td>2.00 average</td>
</tr>
<tr>
<td>Minor</td>
<td>2.00 average</td>
</tr>
<tr>
<td>Certificate</td>
<td>2.00 average</td>
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University Residency Requirements 3

| Minimum total | 30 |
| Senior year | 23 |
| Major, Standard, upper division in residence | 12 |
| Major, Comprehensive, upper division in residence | 21 |

Procedures Required for Graduation

Obtain admission to the degree program and/or the College offering it.

Apply for graduation on CampS.

1 Certain programs exceed this minimum.

2 See special requirements in each College.

3 See special requirements for the College of Education and Human Sciences.

Liberal Education Core

The University of Wisconsin-Eau Claire measures learning outcomes to ensure that its graduates have achieved a liberal education and prepared themselves to contribute to a complex society. Upon graduation, each undergraduate will have met the four learning goals of our liberal education core and the 11 learning outcomes they comprise.

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Knowledge Goal

Knowledge Outcome 1 (K1): Natural Sciences Two (2) learning experiences
Knowledge Outcome 2 (K2): Social Sciences Two (2) learning experiences
Knowledge Outcome 3 (K3): Humanities Two (2) learning experiences
Knowledge Outcome 4 (K4): Fine Arts One (1) learning experience

Skills Goal

Skills Outcome 1 (S1): Written and Oral Communication Two (2) learning experiences
Skills Outcome 2 (S2): Mathematics One (1) learning experience
Skills Outcome 3 (S3): Creativity One (1) learning experience

Responsibility Goal

Responsibility Outcome 1 (R1): Equity, Diversity, and Inclusivity Two (2) learning experiences
Responsibility Outcome 2 (R2): Global Perspectives One (1) learning experience
Responsibility Outcome 3 (R3): Civic and Environmental Issues One (1) learning experience

Integration Goal

Integration Outcome 1 (I1): Integration Two (2) learning experiences

Service-Learning Goal

Service-Learning 30 hours

College Degree Requirements

Bachelor of Business Administration Degree Requirements

Credits for Graduation

All candidates for the BBA degree need a minimum of 120 credits to graduate, to include a minimum of 48 semester credits in courses other than those offered by the College of Business. The Health Care Administration major is exempt from the 48 credit requirement.

Student Professional Development Program

All students pursing a major in the College of Business must complete the Student Professional Development Workshops. The program is designed to equip students with the skills needed to present themselves in a professional manner during their job search and to other professionals once they enter their chosen careers. Students are highly encouraged to complete the workshops prior to the end of their third semester on campus. The workshops are prerequisites for a number of 300 level courses in the College of Business Core, and need to be completed prior to registration for those courses.

The program consists of four workshops: Becoming a Business Professional, Professional Appearance, Developing your Professional Profile, and Professional Etiquette. For more information, visit the College of Business...
Grade Point Requirements
Candidates for the BBA degree must earn a minimum GPA of 2.00 in their major and in courses taken in residence. (See the special requirements for the Comprehensive Major in Accounting and Health Care Administration.) If a minor is required, or is to be listed as an official minor, the candidate must earn a minimum GPA of 2.00 in the minor.

- No course may be taken on a Satisfactory/Unsatisfactory basis as part of a major, minor, or certificate described by one of the departments in the College of Business.
- Business courses may be taken on a Satisfactory/Unsatisfactory basis only concurrent with or following completion of the student’s major or business minor.

Major Requirements
The International Business major is an interdisciplinary program. The major includes an international experience requirement that may be satisfied by taking an approved upper division business course taken at a study abroad site, completing an international internship, or an internationally-oriented internship with a company located in the United States. International Business students are strongly encouraged to consider a double major in a functional business area such as management, marketing, information systems, accounting or finance.

Proficiency Requirements
Proficiency requirements include basic prerequisite courses and/or entry level competencies for the major. These are not counted as credits in the major.

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<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>ECON 103</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECON 104</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>MATH 109</td>
<td>Algebra for Calculus</td>
<td>4</td>
</tr>
<tr>
<td>MATH 246</td>
<td>Elementary Statistics</td>
<td>4</td>
</tr>
<tr>
<td>or MATH 245</td>
<td>Introduction to Statistics</td>
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1. MATH 109 or beyond, or competency to enter MATH 111

The BUSCORE
The BUSCORE is the common body of courses taken by all BBA students with the exception of the Health Care Administration major. It consists of the following courses:

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<tbody>
<tr>
<td>ACCT 201</td>
<td>Principles of Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>BCOM 206</td>
<td>Business Writing</td>
<td>2</td>
</tr>
<tr>
<td>BCOM 207</td>
<td>Business Presentations</td>
<td>2</td>
</tr>
<tr>
<td>IS 240</td>
<td>Information Systems in Business</td>
<td>3</td>
</tr>
<tr>
<td>BSAD 300</td>
<td>Diversity in the Workplace</td>
<td>1</td>
</tr>
<tr>
<td>BSAD 305</td>
<td>Legal and Regulatory Environment</td>
<td>2</td>
</tr>
<tr>
<td>FIN 320</td>
<td>Principles of Finance</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 330</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 340</td>
<td>Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 341</td>
<td>Operations Management</td>
<td>3</td>
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Required Accounting course
ACCT 312 Managerial Accounting 3
or ACCT 314 Cost Accounting

IB/Accounting and IB/Finance double majors may use ACCT 314. All others will take ACCT 312.

Required International Business Courses
FIN 325 International Financial Management 3
INTB/Management Global Organizations 3
INTB/MKTG International Marketing 3

Required Economics Course - Select one of the following:
ECON 351 International Economics 3
ECON 353 Economics of Pacific Asia
ECON 355 Economic Development
ECON/LAS 356 Economic Development of Latin America

Required Upper Division Foreign Language Course
Minimum of 3 credits of foreign language at 300 or 400 level 3-4

International Business Electives - Select from the following 13-14
An approved upper division business course taken at a study abroad site, in fulfillment of theIBE requirement (see below) may count as an elective.

ACCT 405 International Accounting
ANTH 315 Language in Culture and Society
ANTH 351 Cross-Cultural Dynamics
ANTH 355 Peoples of Africa
ANTH 422 Anthropology of Law
ANTH 463 Religion and Culture
ANTH/ WMNS 356 Women in Cross-Cultural Perspective

ANTH 112 Art History Survey II
BSAD 305 International Business Law
BSAD 398 Internship Program

BSAD 491 Selected Topics in Business
CJ 301 Intercultural Communication
CJ 319 International Communication
### IBE Requirement

Students must complete an international business experience (IBE) in order to graduate with the International Business major. This requirement may be met by completing one of the following:

1. Complete an approved three-credit International Business Internship at an overseas location, or domestically with a small or large business engaged in international operations that allows the content of the internship to be international. The completion of an internship will include a written report as specified by the International Business advisor. Students must complete the internship application form for their internship in order to have the experience approved. The internship may count for up to three credits of International Business major elective (BSAD 398).

2. Complete an approved three-credit Upper Division Business course at a study abroad site. This course may satisfy one of the major course requirements shown above, or may count as an elective in the International Business major.

### HIP Assessment

International business majors must complete the High Impact Practices (HIP) assessment during their last semester.

### Information for International Business Double Majors in the College of Business

#### Accounting:

Students who are double majoring in International Business and Accounting will be allowed to count either MGMT 345 or MKTG 335 (but not both) toward the elective credits required for the Accounting major.

#### Finance:

Students who are double majoring in International Business and Finance will be allowed to count either MGMT 345 or MKTG 335 (but not both) toward the elective credits required for the Finance major.
Management:
Students who are double majoring in International Business and Management will be allowed to count either FIN 325 or MKTG 335 (but not both) toward the elective credits required for the Management major.

Marketing:
Students who are double majoring in International Business and Marketing will be allowed to count either FIN 325 or MGMT 345 (but not both) toward the elective credits required for the Marketing major.

Students should contact their advisor to initiate the necessary degree audit petitions to implement any of the above.